



2026 STRATEGIC MARKETING MEETING



BOB HARTMAN

Vice-Chairman

Amelia Island Tourist Development Council





GREG COOK

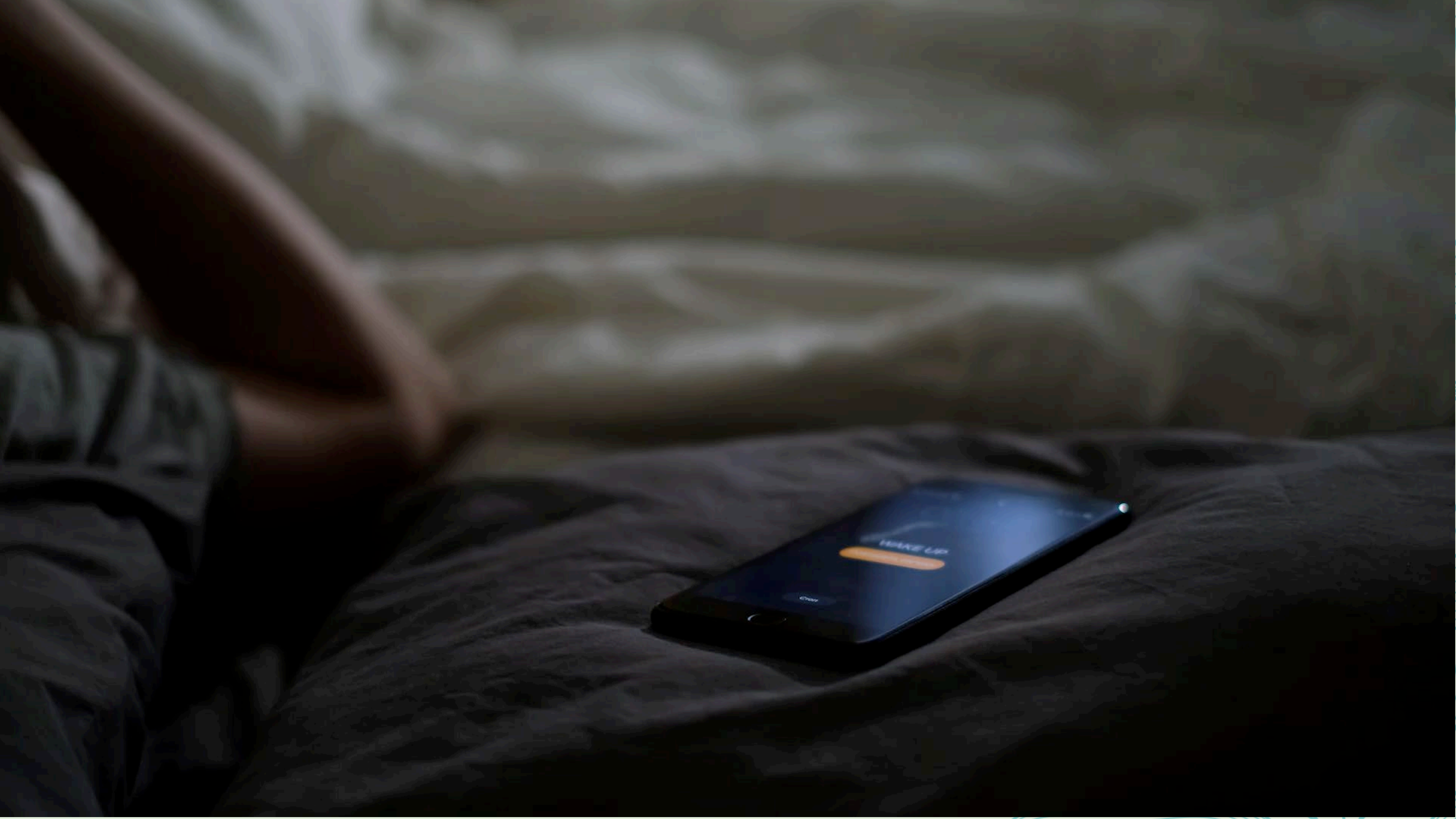
General Manager

The Ritz-Carlton, Amelia Island



THE RITZ-CARLTON

AMELIA ISLAND





AMELIA ISLAND

TEAM



Gil Langley
President & CEO



Paul Beirnes
Vice President



Maurie Dugger
Community Engagement



Karen Hadley
Marketing



Nate Aron
Research & Analytics



Mariela Murphy
Special Events



Madison Jozsa
PR & Social Media



Elaine Roberts
Executive Assistant



Linda Van Haren
Finance & Budget



David Reese
Partner Relations



Deb Nordstrom
Visitor Services



GIL LANGLEY

President and CEO

PAUL BEIRNES

Vice President

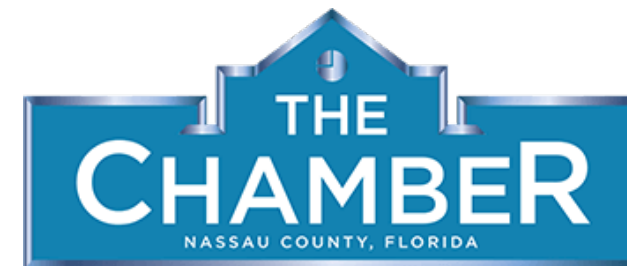
AMELIA ISLAND

CONVENTION & VISITORS BUREAU

Reflecting on 2025-2026



THANK YOU



WINS & ACCOLADES

- **#1 Best Island, USA**
Global Traveler Magazine, 2024-2026
- **#1 Best Family Beach Town, Florida East**
Wherever Awards, 2023-2026
- **#2 Best Islands in the Continental US**
Travel + Leisure, 2023-2025
- **#3 Most Charming Small -Town**
Downtowns in America - *HGTV 2025*
- **#6 Best Place to Visit in Florida**
US News & World Report, 2025
- **#9 Top Island in the US**
Conde Nast Traveler, 2025
- **#10 Best Beach Towns in the South**
Southern Living

CHALLENGES

Headwinds

- Overall economic uncertainty
- Sustained Inflationary pressures
- Elevated airfares / fuel
- Declines in disposable income
- Geopolitical / conflict fatigue
- International weakness (CDN/UK)
- Volatility within meetings
- Evolving labor force

Competitiveness

- Aggressive destination competition
- In-destination spending compression
- Downward ADR pressures
- Shorter length of stay

LOOKING FORWARD

Opportunities

- Sea of Sameness - Resolved
- Defined unique brand differentiation
- Resonate and appealing to a refined target audience
- Constantly refining our geographic target



A decorative background featuring a repeating pattern of stylized, elongated leaves in a teal color. The leaves are arranged in a way that creates a sense of movement and depth, framing the central text.

STATE OF TOURISM & TRAVEL



JOSEPH
ST. GERMAIN, Ph.D.
President



NATE ARON
Research & Analytics Director



TRAVEL & TOURISM

- Year in Review
- Traveler Sentiment
- Shifting Behaviors





JAA

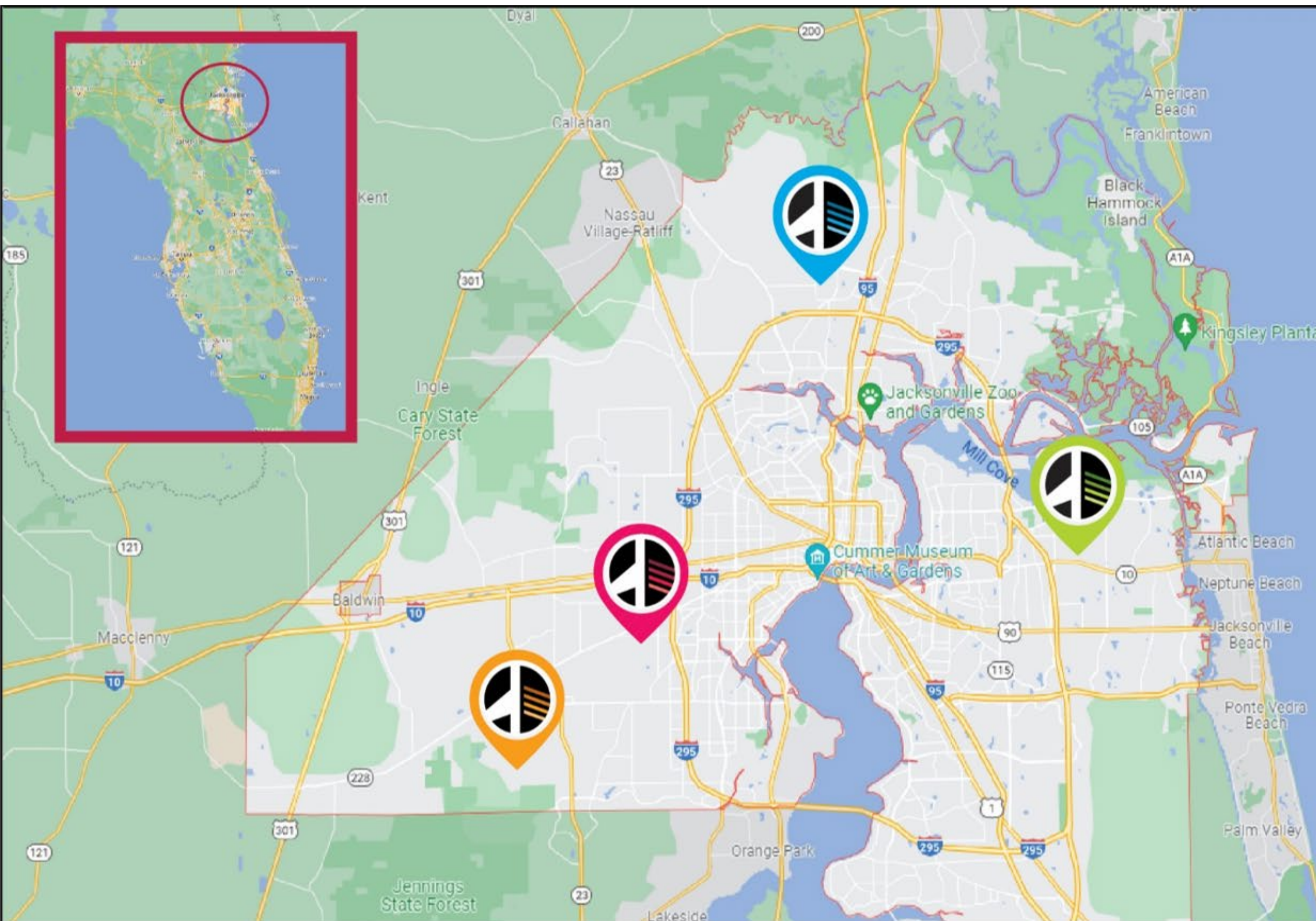
Jacksonville
Aviation
Authority



*Amelia Island Convention and Visitors Bureau
Annual Marketing Meeting
August 14, 2026*

*Tony Cugno, AAE, IAP
Chief Operating Officer
Jacksonville Aviation Authority*





Jacksonville Airport System



JAX
Jacksonville
International
Airport



JAXEX
Jacksonville Executive Airport



Cecil
Cecil Airport

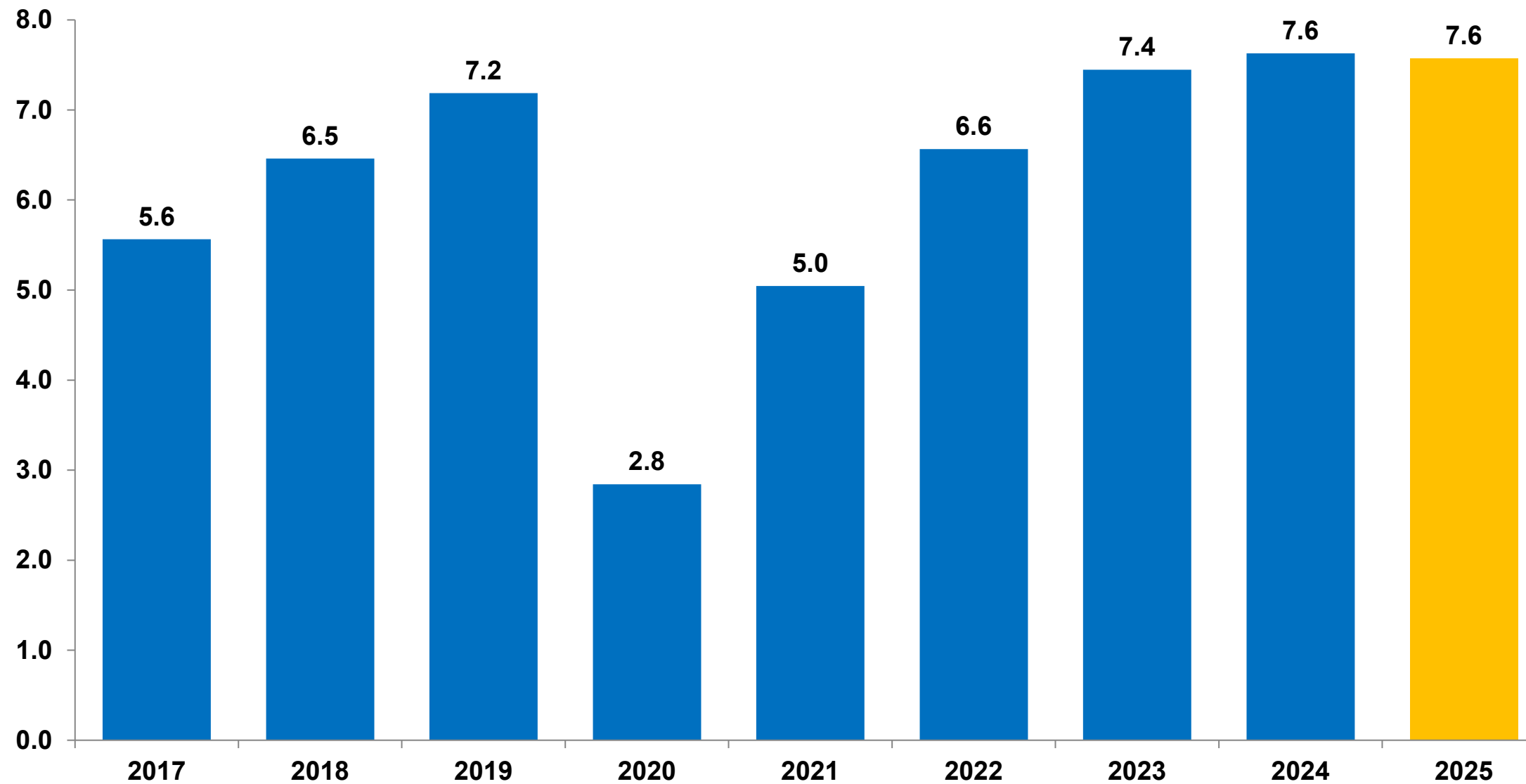


Herlong
Herlong Recreational Airport

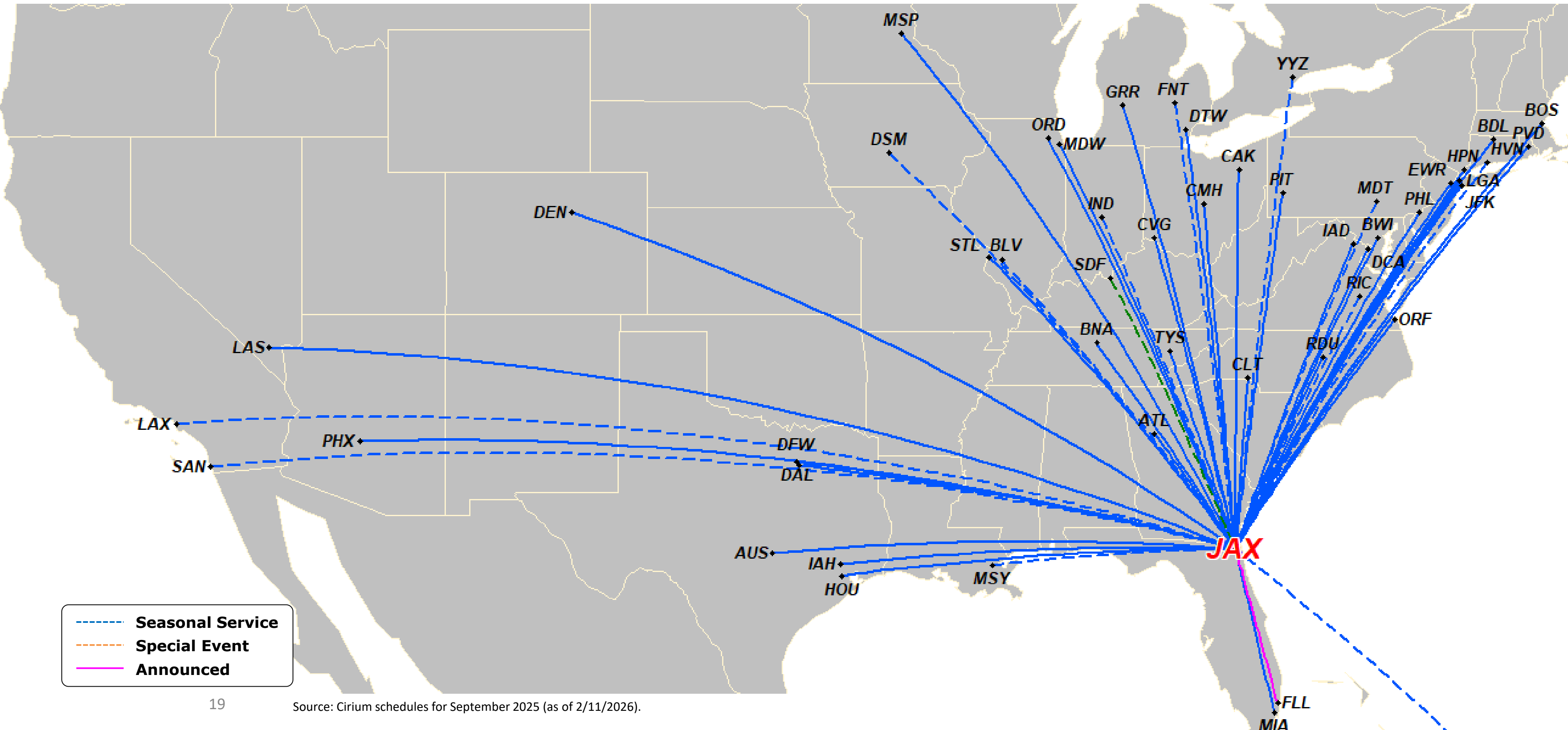
JAX Passenger Traffic Has Hit Record High Levels

Annual Passenger Traffic (Millions)

- New record with 7,629,080 total passengers in 2024 – up 6% from previous record in 2019
- 2025 passenger traffic within 1% of record in 2024



JAX Current Service Map



Con-B Update



JAX
Jacksonville
International
Airport





JAX
Jacksonville
International
Airport

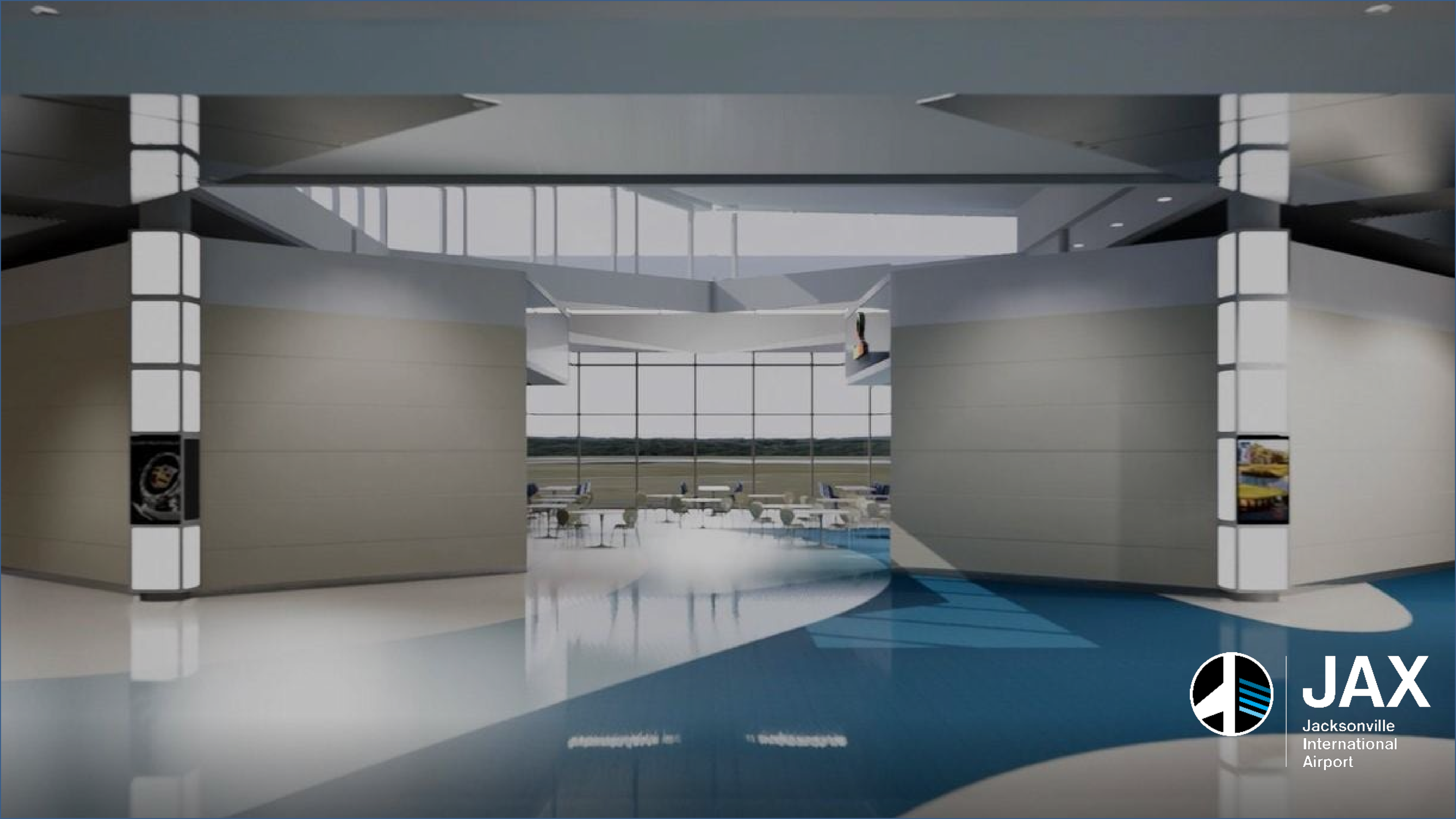




JAX

Jacksonville
International
Airport





JAX

Jacksonville
International
Airport



JAX
Jacksonville
International
Airport

Postcards from
JACKSONVILLE
by WHSmith

The Beaches @JAX

SEVEN BRIDGES MARKETPLACE

by WHSmith

FEATURING SHOP-IN-SHOP
EXPERIENCES!



**ALL NEW
SHOPS**

FIVE POINTS
GENERAL STORE

B

SALT & TIDE

Pura Bean
COFFEE COMPANY



Chick-fil-A

A



WILLIE JEWELL'S
Old School BAR-B-Q



CANTINA LOUIE
MEXICAN STREET FOOD

**ALL NEW
DINING**



Cecil

Cecil Airport



Cecil

Cecil Spaceport

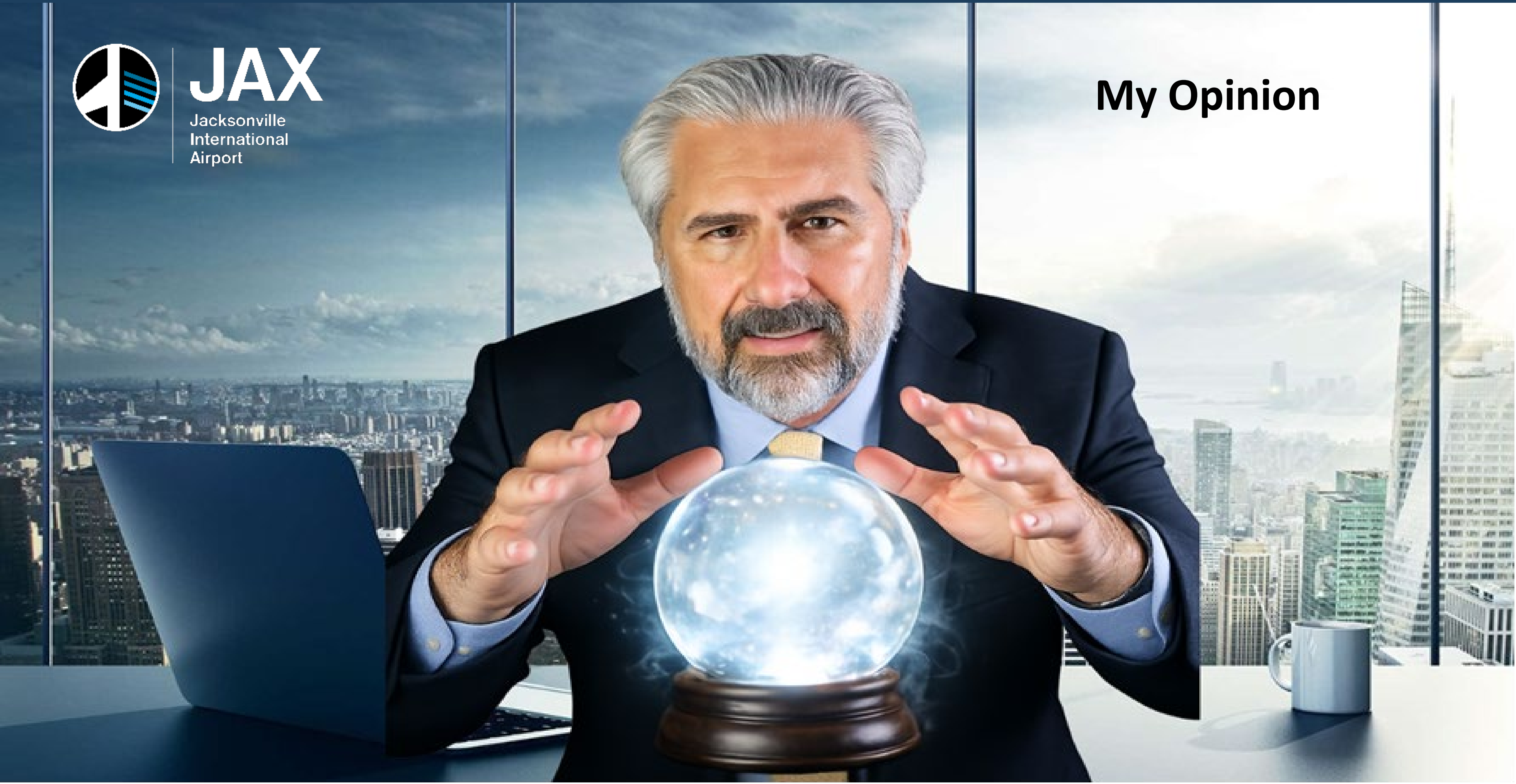




JAX

Jacksonville
International
Airport

My Opinion





JAX
Jacksonville
International
Airport



**-Thanks for your
support of the JAA**

“To Infinity and Beyond”

DESTINATION NEW POSITIONING





JACQUI HARTNETT
Chief Executive Officer

PAIGE MCDONALD
Account Director

DALE BARON
Executive Creative Director

MARLO RUSOM
Group Creative Director

CYNDY MURIETTA
Media Strategy Director

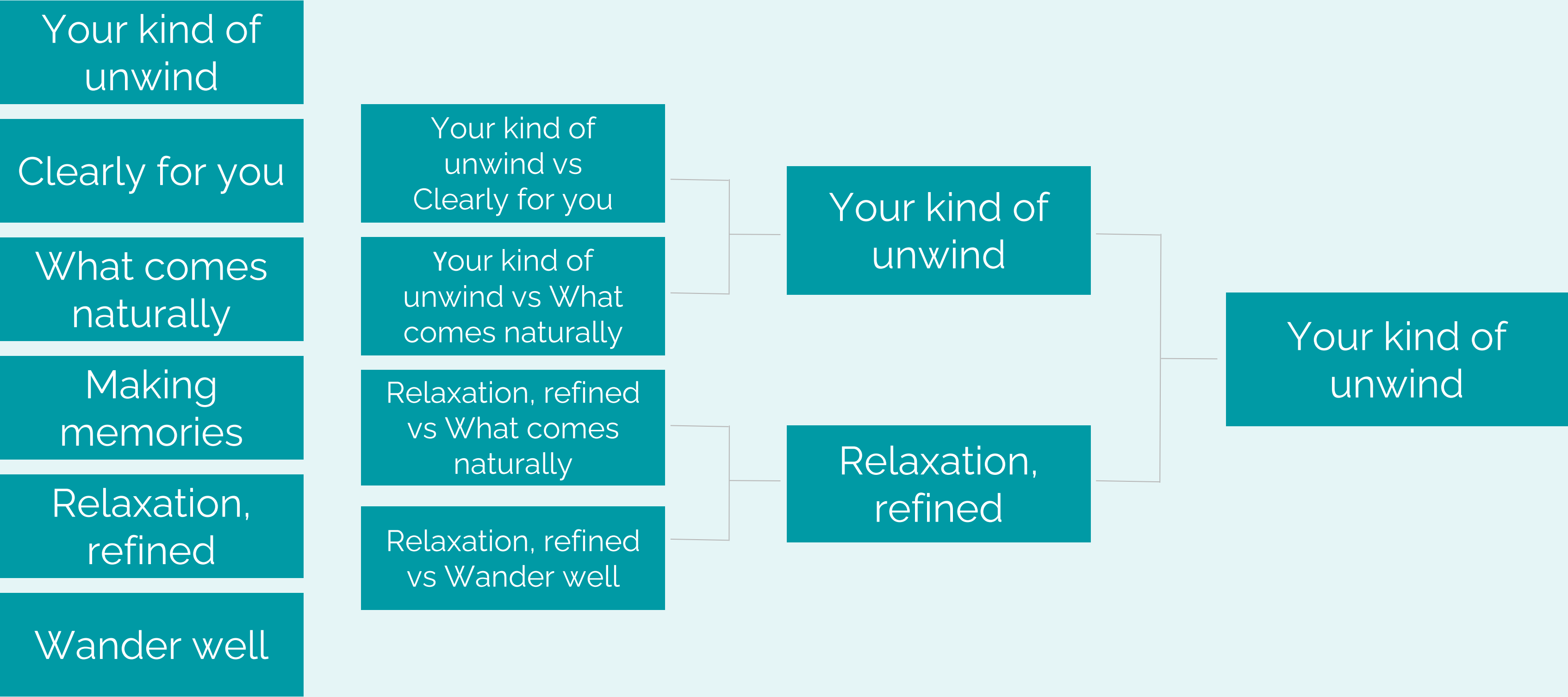
A Brand On A Mission



BUILDING THE FOUNDATION



EMOTIONAL POSITIONING



THE CORE INSIGHT

*There's a place where the gentle pull of the tides inspires you
to wander more freely. To relax. To let go. To do you.
To simply be present with yourself, your loved ones, and with
the world around you. Let the ocean breeze guide you as the
feeling of total relaxation takes hold.
This is your kind of unwind.*

Find your unwind.



AMELIA ISLAND
FLORIDA

Guided by salt air, sunshine and
a sense of adventure.



Nestled on the northeast coast of Florida, Amelia Island is a pristine beach getaway where the only plan you need is to have no plan at all.

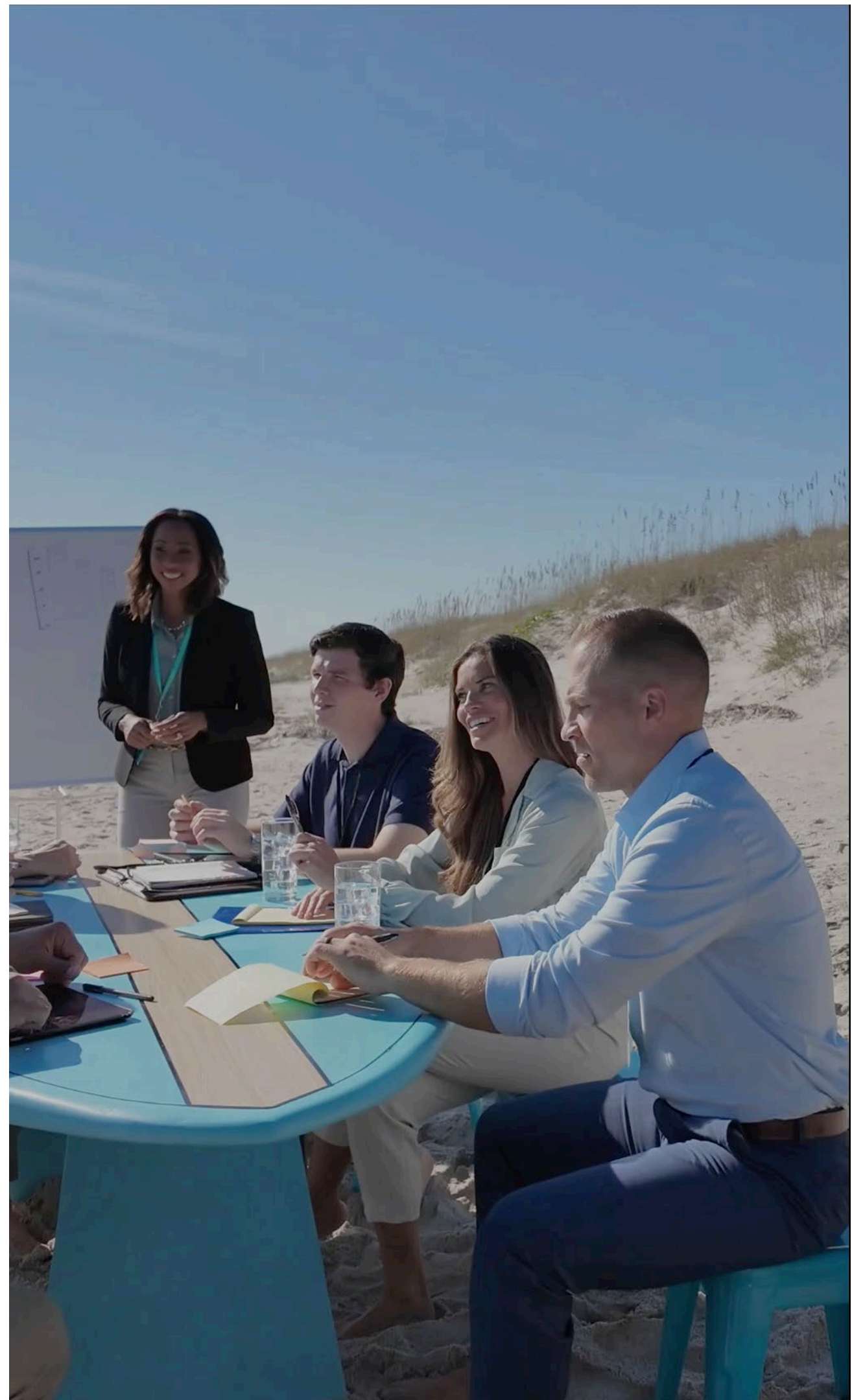
Find your unwind at AmeliaIsland.com

JUNE 2024
THEATLANTIC.COM

GROUP

A
The Atlantic
est. 1927







The

Telly

Awards



The Unwind Effect



EMOTION MEETS SCIENCE



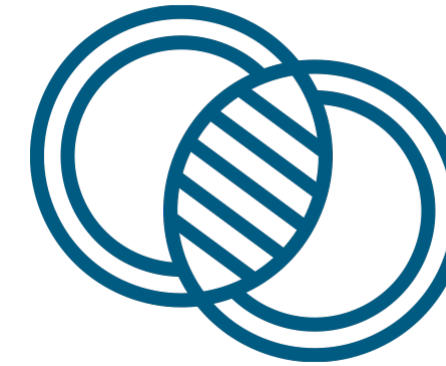
Mindset Targeting

Reach our targets in a positive, relaxed mindset, directly supporting the brand promise of “Find Your Unwind”.



Mood-Congruent Processing

People recall and process information in a way that matches their current emotional state.



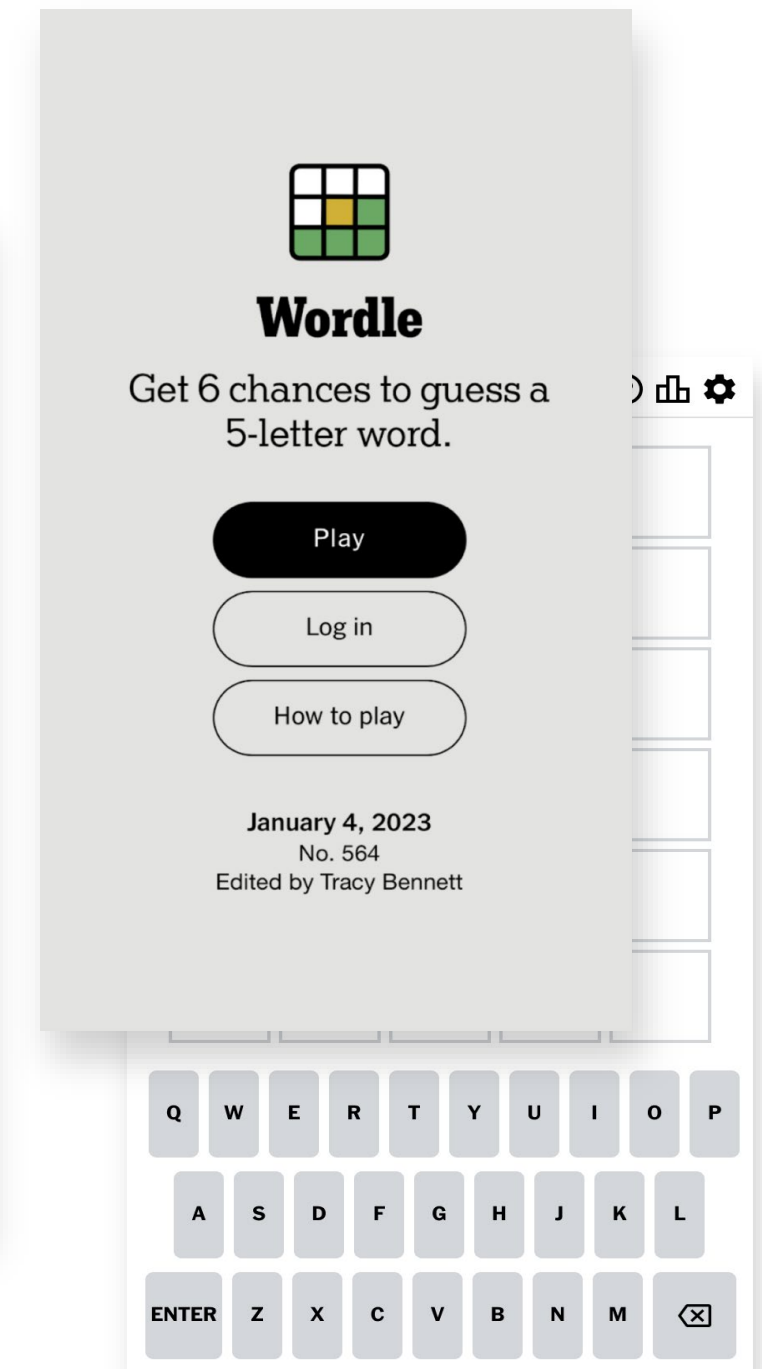
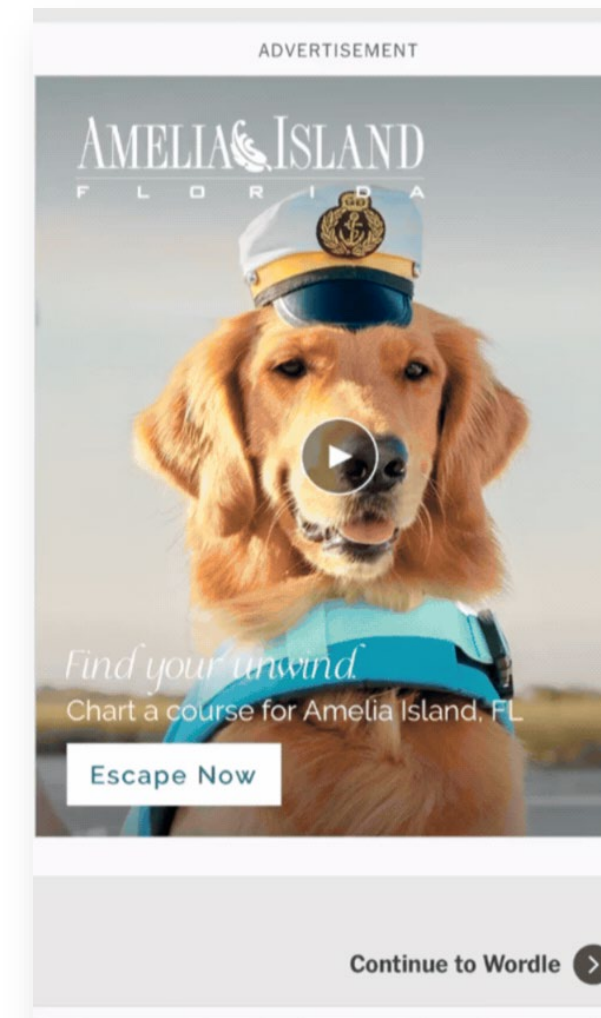
Spillover Theory

Emotions elicited by the content surrounding the ad spillover to the ad itself.

FIND YOUR UNWIND IN THE WILD

Highlights from this year

- Mindset Targeting such as NYT Games
- The Conde Nast Traveler “Sensory Gallery”



Condé Nast
Traveler

NYT Games

BOOKING INSIGHTS



36%

Families

3.9

Nights Stay



55%

Couples

3.9

Nights Stay



7%

Solo

3.7

Nights Stay

Sourced: Impact 10.1.25-6.30.26

BOOKING INSIGHTS



Flight Bookings

7.4
DAYS

40.1
DAYS



Hotel Bookings

6.4
DAYS

37
DAYS

■ SEARCH TO BOOK

■ BOOK TO ARRIVAL

Sourced: Impact 10.1.25-6.30.26

TOP ORIGIN MARKETS



Hotels

Atlanta GA
Orlando FL
Jacksonville FL
New York NY
Tampa FL
Charlotte NC
Washington DC
Savannah GA
Chicago IL
Boston MA



Flights

New York NY (JFK)
Washington DC (IAD)
Boston MA (BOS)
Philadelphia PA (PHL)
Newark NJ (EWR)
Chicago IL (ORD)
Atlanta GA (ATL)
Baltimore MD (BWI)
Raleigh/Durham NC (RDU)
White Plains NY (HPN)

Sourced: Impact 10.1.25-6.30.26

RETURN ON INSPIRATION

↑ **34%**

YOY in CTR/Display
Banners

↑ **33%**

CTR/Google
Paid Search

↑ **123%**

YOY Demand Gen

↑ **30%**

YOY in CTR/Meta

EVEN BIGGER WINS



\$4,966,600

Hotel Revenue



6,828

Hotel Room Nights



4,774

Vacation Rental Room Nights



10,562

Travelers

Figures derived from Impact + Expedia bookings observed from exposure to ads

Find your unwind.

Now, it's your turn...



AICVB MARKETING TEAM

MARKETING STRATEGY

Align Messaging

- AmeliaIsland.com
- Email Marketing
- Social Media
- Public Relations



PARTNER RESOURCES

- Communication
- Engagement
- Collateral

DISCOVERPLANTHE ISLAND

AMELIA ISLAND
FLORIDA

BOOK NOW

Maximize your Partnership



Business Listing

New tourism-related business partners can submit for a free listing on Ameliainsland.com and use the same form to refresh listings as needed.

SUBMIT INFO



Upload Your Photos

Upload your best photos and videos for your business listing to shine bright! Uploaded content may also be featured in blogs, itineraries or social media.

UPLOAD IMAGES



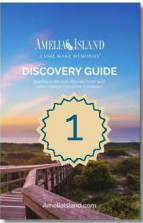
Calendar of Events

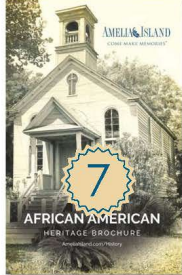
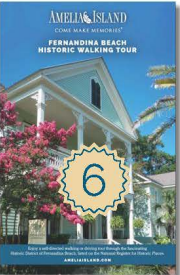
Showcase your special events that will inspired visitors to plan a trip and catch something unique to do while they're here.

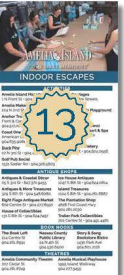
CREATE EVENT

AMELIA ISLAND
CONVENTION & VISITORS BUREAU

E-mail or call to replenish your stock:
info@NassauCountyFLChamber.com
904-261-3248

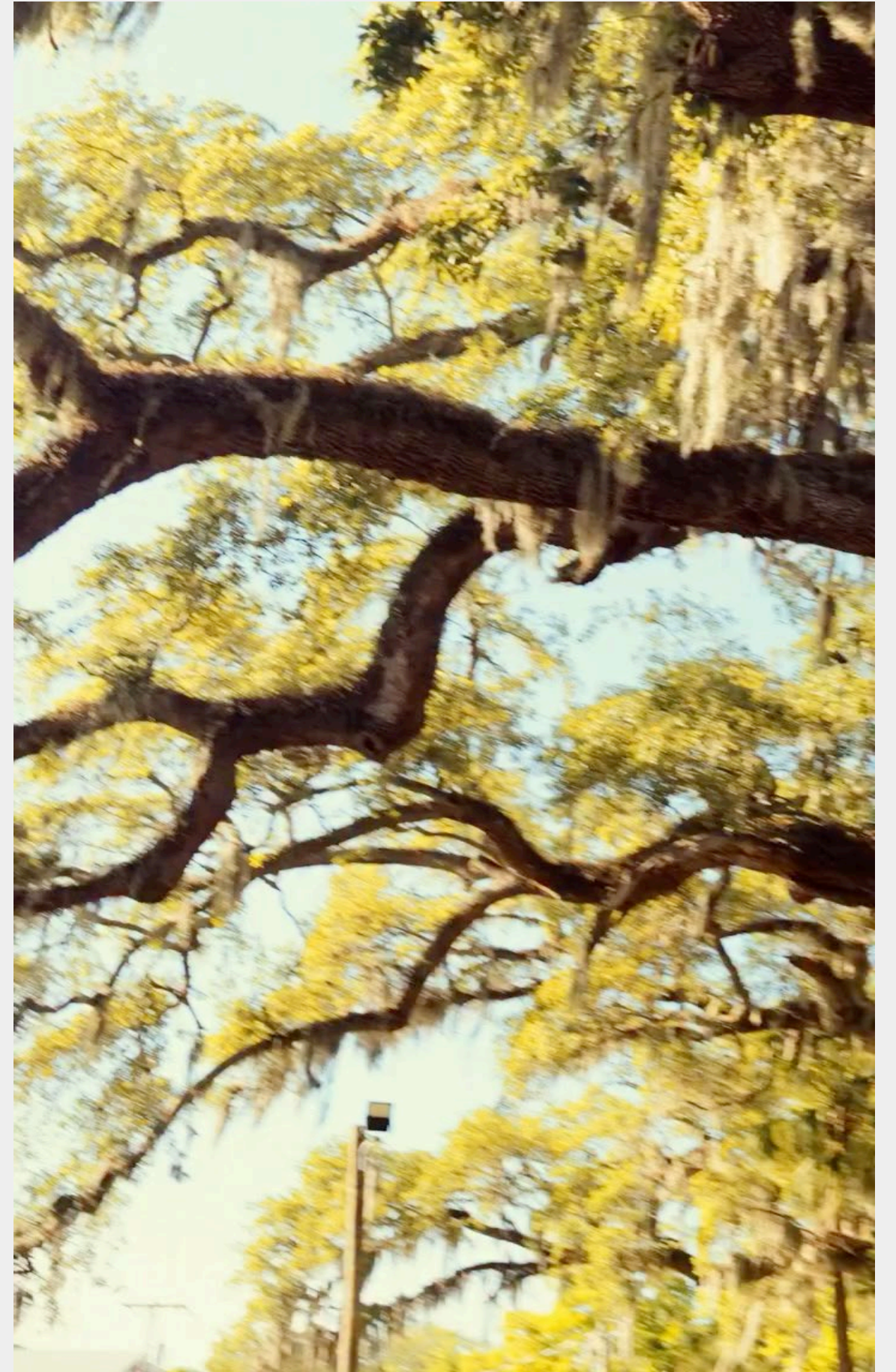






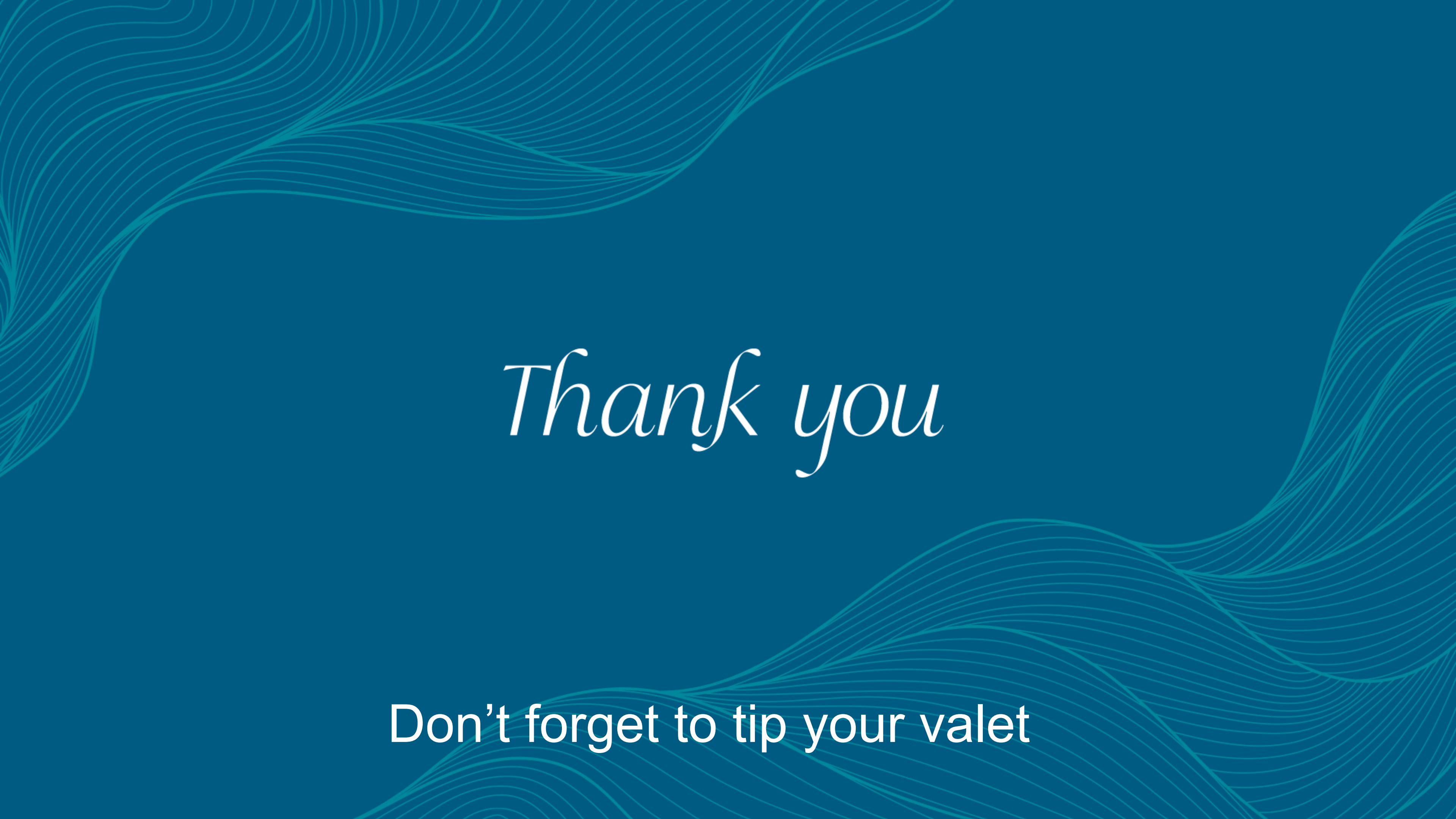
EVENTS COMMUNITY HOSPITALITY

- Event Support
- Collaboration
- Looking Forward





QUESTIONS?

The background of the image is a solid teal color. It is decorated with several sets of thin, light teal wavy lines that flow across the frame, creating a sense of movement and elegance. These lines are most prominent in the top-left and bottom-right corners, framing the central text.

Thank you

Don't forget to tip your valet